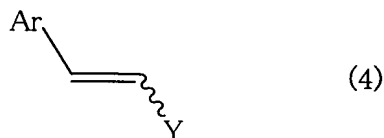


ABSTRACT

The present invention provides a process for producing an aromatic unsaturated compound of the formula (4)



wherein Ar represents an optionally substituted aromatic group or an optionally substituted heteroaromatic group, and Y represents an electron withdrawing group,

which comprises reacting

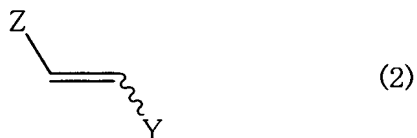
- 10 (a) a compound of the formula (1)



wherein Ar has the same meaning as defined above

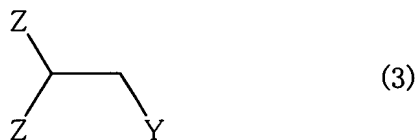
with

- (b) a compound of the formula (2)



wherein Y has the same meaning as defined above, and Z represents a lower alkoxy, or

a compound of the formula (3)



- 20 wherein Y and Z have the same meanings as defined above,
in the presence of

(c) an acid or a compound which generates a mineral acid by its hydrolysis.